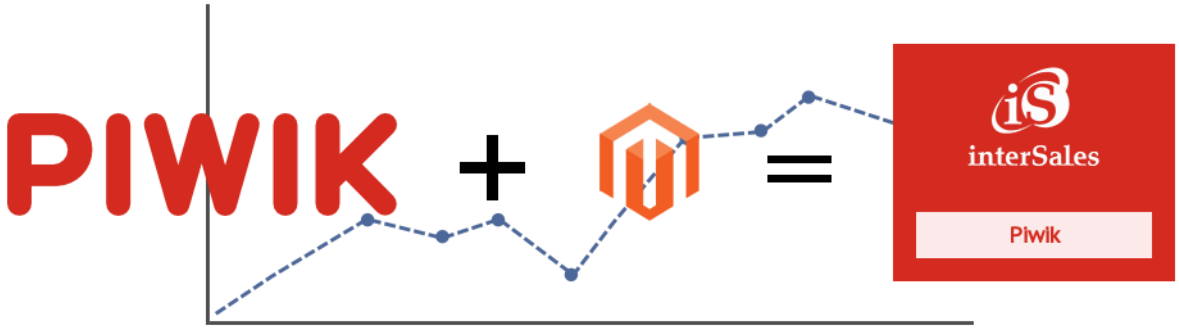

Magento Extension „Piwik“

Version 1.0.0.0, March 2014

Installation
User manual

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1 Installation

1.1 Technical Requirements

In order to successfully install the *Piwik* Magento extension your server must meet the following requirements:

- Magento Version >= 1.2 CE
- PHP Version >= 5.2

It is recommended to create a full backup of the Magento installation beforehand.

interSales recommends to first make a test install on a test system before installing the extension on a production system.

1.2 Installation support

We are here to help you. Should you require our professional assistance in installing the acquired extension, you can hire us.

Further information:www.intersales.de/shop/installation.html.

1.3 Installing the extension

The Piwik extension is shipped as ZIP file. Unpack the file Intersales_Piwik-VERSION.zip in a directory of your choice, outside of the Magento directory tree.

The file and directory structure must be left intact when unpacking. It looks like this:

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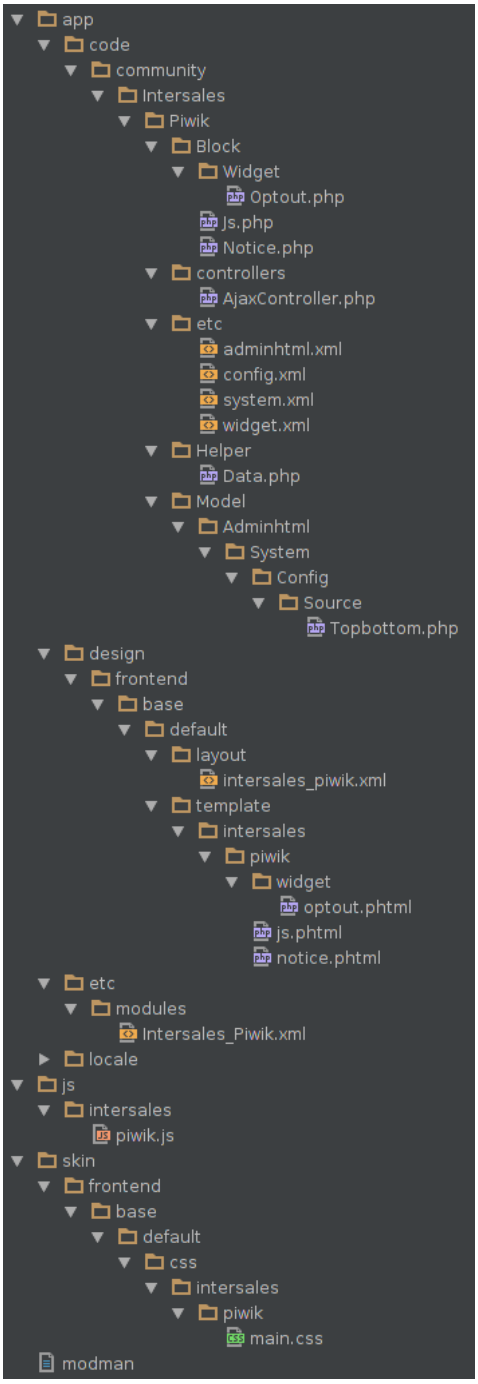

Upload the complete directory to your Magento server.

In order to install it you have two options:

- modman
- manual

If you use modman move the folder to the directory

`.modman`

Then issue this command from the root directory of your Magento installation:

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```
$ modman deploy Piwik
```

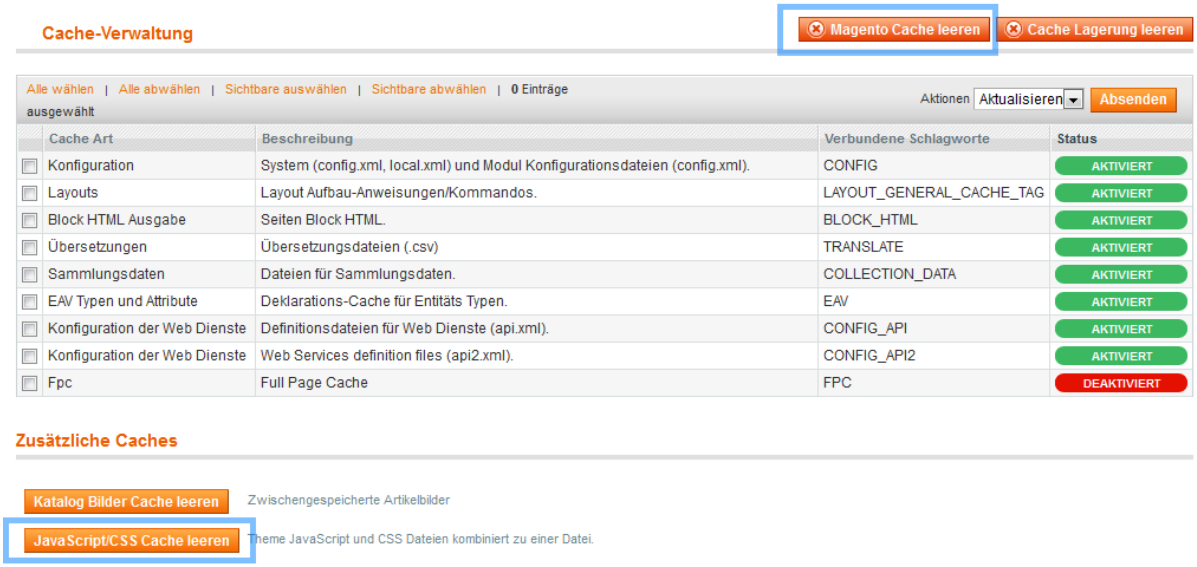
If you prefer to install the extension manually just move the folder into the Magento root directory.

Note: no Magento files will be overwritten.

Note: please set the correct file and directory permissions.

1.4 Clearing Magento and JS Caches

In order to be able to see the extension within Magento it will be necessary to clear both the main Magento cache and the JavaScript cache.



After clearing the caches log out of the backend and log in again.

1.5 Compilation

If the Magento compiler is used and active you should do a recompilation.

Go to **System → Tools → Compilation**

Click **Run Compilation Process.**

After this clear the Magento cache.

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1.6 Uninstall extension

The modman way:

- In order to uninstall the extension issue this command from the Magento root directory:

```
$ modman remove UNPACKED_DIRECTORY
```

The manual way:

- Delete the folder you installed before.

Afterwards clear Magento cache.

2 Configuration

The extension is configured in **System > Configuration > interSales AG Module > Piwik.**

2.1 Preparing Piwik

In order to integrate Piwik tracking in Magento correctly Piwik has to be prepared first: your Piwik installation has to be correctly configured for the shop site and you will need the Piwik server url together with the Piwik site id:

- In the Piwik configuration for the shop site the option „**ECommerce**“ must be activated in order for Ecommerce transactions (product views, carts and checkouts) to be tracked.
- The appropriate **Piwik Site ID** is stored in the settings for the web site / shop site within Piwik.

2.2 Activate Tracking

After installation the extension is deactivated by default, so no tracking will take place.

Activate the extension by setting **Activated** to **Yes**.

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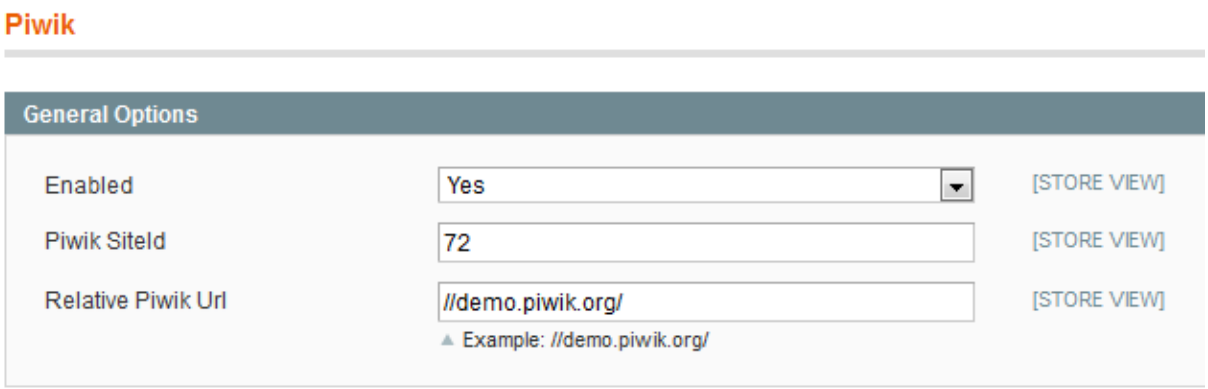

Then enter the Piwik settings you prepared beforehand:

Piwik Site ID = id issued by Piwik for the shop site (see above)

Relative Piwik URL = URL of your Piwik server. Important: you must omit „http“ bzw. „https“ from the URL. Example:

//my-piwik-server.com/

After entering the configuration parameters save the configuration, clear the Magento cache and recompile.

Check if everything went well by looking for the Piwik code in your html sourcecode. It should look like this:

```
<!-- Piwik -->
<scripttype="text/javascript">
        var _paq = _paq || [];
_paq.push(['trackPageView']);
        _paq.push(['enableLinkTracking']);

        (function() {
        var u = (('https:' == document.location.protocol) ? 'https' :
    'http') + '://piwik.intersales.de/';
                _paq.push(['setTrackerUrl', u + 'piwik.php']);
                _paq.push(['setSiteId', '7']);

                var d = document,
                        g = d.createElement('script'),
                        s = d.getElementsByTagName('script')[0];

                g.type = 'text/javascript';
                g.defer = true;
                g.async = true;
                g.src = u + 'piwik.js';
                s.parentNode.insertBefore(g,s);
        })();
</script>
<!-- End Piwik Code -->
```

You are now ready to receive tracking data in your Piwik account from your Magento shop.

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2.3 Integrate Opt-Out

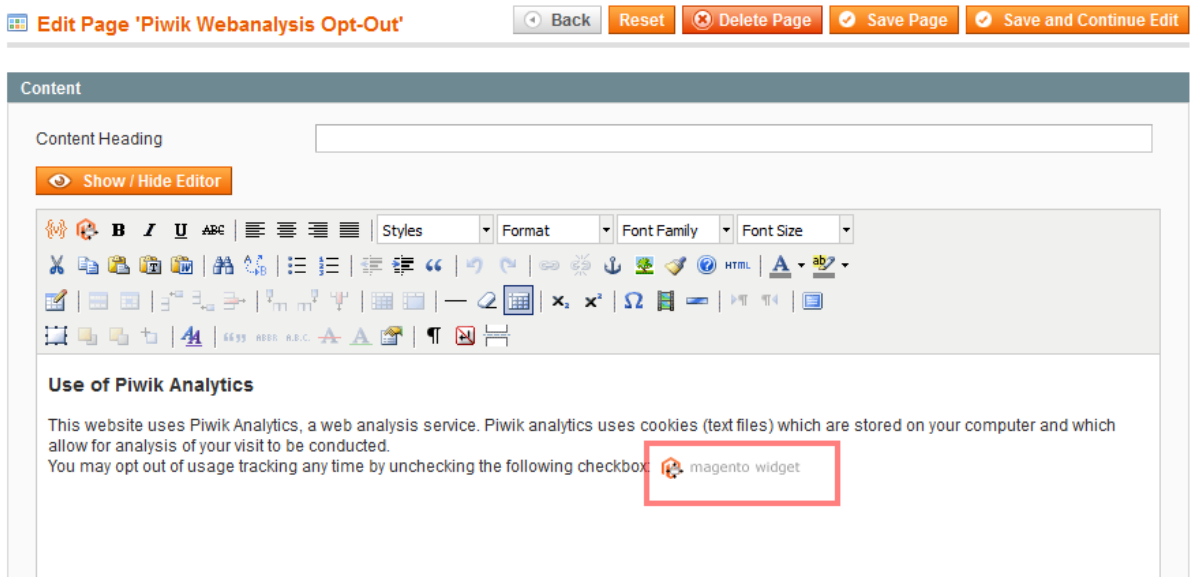
You can offer visitors the option to opt-out of being tracked by Piwik. The opt-out uses the default Piwik mechanism which creates a cookie in the users browser, switching off tracking for all users having this cookie.

For offering the opt-out option two components have to be created first:

1. a CMS page, in which the the Opt-Out form will be placed as Magento widget. In this form the actual opt-out is done. The Opt-Out form will be served from the Piwik server using an iFrame.
2. a notification text which will be shown as layer on top or at the bottom of the page and which links to the Opt-Out.

2.3.1 Opt-Out page

Create a normal CMS page with a text explaining your privacy policy.


Edit Page 'Piwik Webanalysis Opt-Out'
Back
Reset
Delete Page
Save Page
Save and Continue Edit
Content
Content Heading
Show / Hide Editor
Styles
Format
Font Family
Font Size
Use of Piwik Analytics
This website uses Piwik Analytics, a web analysis service. Piwik analytics uses cookies (text files) which are stored on your computer and which allow for analysis of your visit to be conducted.
You may opt out of usage tracking any time by unchecking the following checkbox:
magento widget

Place the Piwik Opt-Out widget on this page:

1. Click the Widget Icon in the WYSYWIG Editor
2. Choose the widget **Piwik OptOutiFrame**

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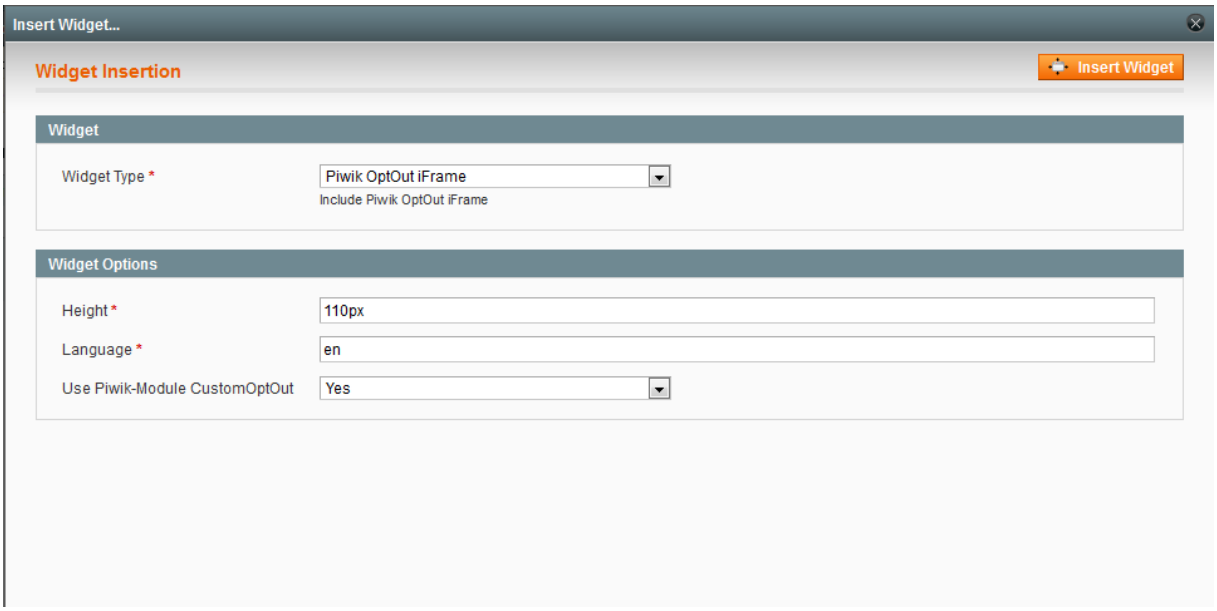

3. Enter the desired height of the iFrame window in pixels or set it to „auto“ so the iFrame will be adjusted automatically.
4. Set the language for the text Piwik will be using in the iFrame: „de“ for Deutsch, „en“ for English.
5. Set the parameter „**Use Piwik-Module CustomOptOut**“ to **Yes**, if you want to use the Piwik plugin **CustomOptOut** in your Piwik instance. This plugin helps to create individual styles for each tracked website.

After this the frontend page should look like the following example (the red box indicates the output generated by the widget):

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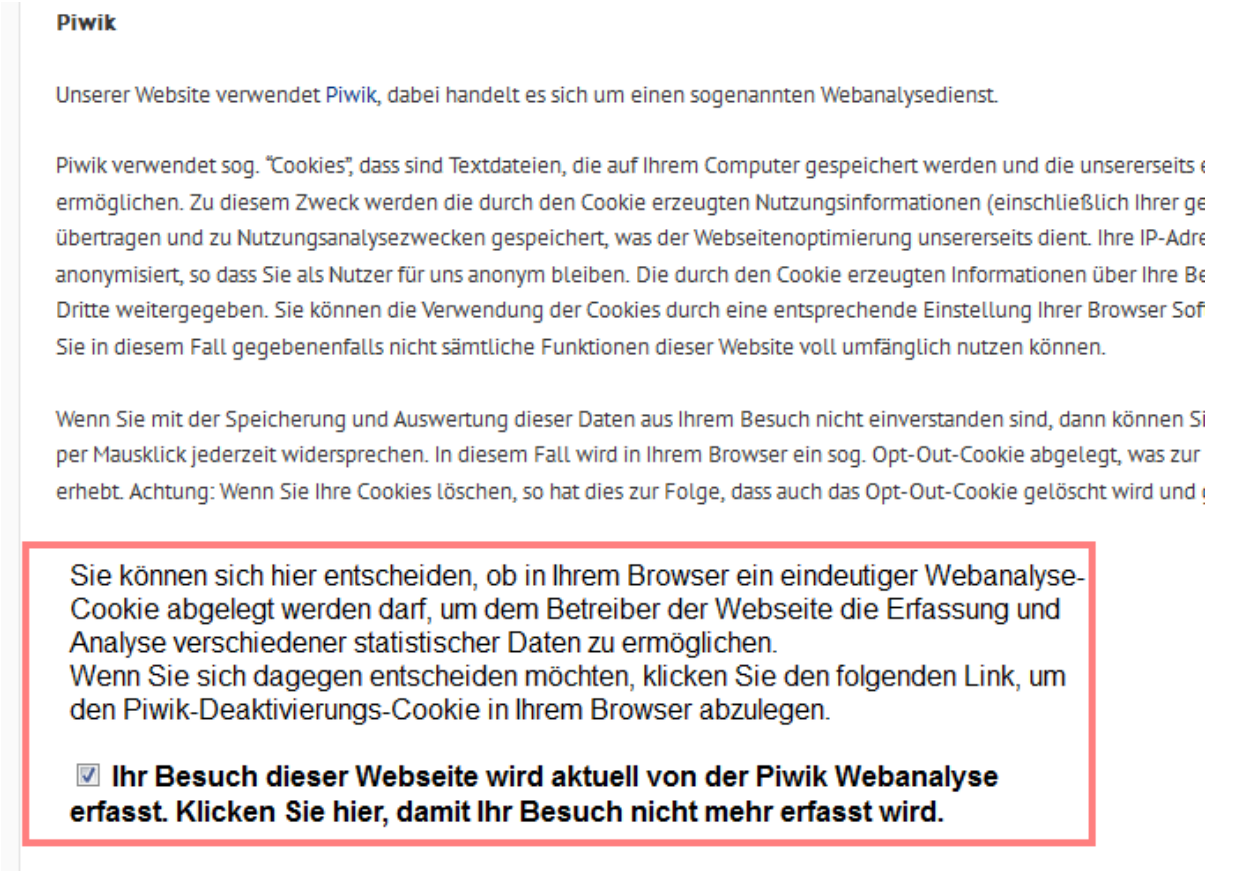

Piwik

Unserer Website verwendet Piwik, dabei handelt es sich um einen sogenannten Webanalysedienst.

Piwik verwendet sog. "Cookies", dass sind Textdateien, die auf Ihrem Computer gespeichert werden und die unsererseits e
ermöglichen. Zu diesem Zweck werden die durch den Cookie erzeugten Nutzungsinformationen (einschließlich Ihrer ge
übertragen und zu Nutzungsanalysezwecken gespeichert, was der Webseitenoptimierung unsererseits dient. Ihre IP-Adre
anonymisiert, so dass Sie als Nutzer für uns anonym bleiben. Die durch den Cookie erzeugten Informationen über Ihre Be
Dritte weitergegeben. Sie können die Verwendung der Cookies durch eine entsprechende Einstellung Ihrer Browser Sof
Sie in diesem Fall gegebenenfalls nicht sämtliche Funktionen dieser Website voll umfänglich nutzen können.

Wenn Sie mit der Speicherung und Auswertung dieser Daten aus Ihrem Besuch nicht einverstanden sind, dann können Si
per Mausklick jederzeit widersprechen. In diesem Fall wird in Ihrem Browser ein sog. Opt-Out-Cookie abgelegt, was zur
erhebt. Achtung: Wenn Sie Ihre Cookies löschen, so hat dies zur Folge, dass auch das Opt-Out-Cookie gelöscht wird und

Sie können sich hier entscheiden, ob in Ihrem Browser ein eindeutiger Webanalyse-Cookie abgelegt werden darf, um dem Betreiber der Webseite die Erfassung und Analyse verschiedener statistischer Daten zu ermöglichen.
Wenn Sie sich dagegen entscheiden möchten, klicken Sie den folgenden Link, um den Piwik-Deaktivierungs-Cookie in Ihrem Browser abzulegen.

☑ **Ihr Besuch dieser Webseite wird aktuell von der Piwik Webanalyse erfasst. Klicken Sie hier, damit Ihr Besuch nicht mehr erfasst wird.**

2.3.2 Activate Piwik tracking notification

The extension enables you to include a notification text as a layer on top or at the bottom of each page in the shop, alerting your customers.

The notification is configured in the section **Notice**:

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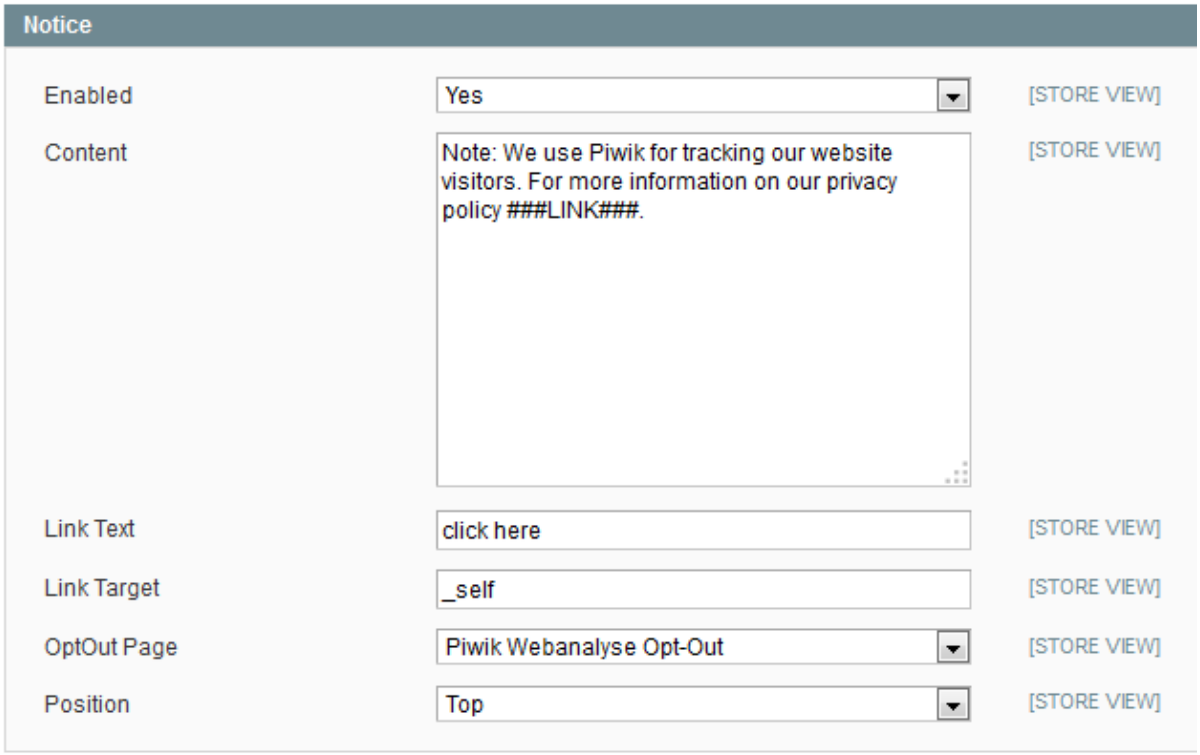

Content = This is the text shown in the notification layer.

Position = Configure the layer to be displayed either at the top or the bottom of the frontend.

OptOut Page = choose the CMS page configured with the Opt-Out form using the Piwik-Opt-Out Widget (see chapter 2.3.1)

Link Text = word or string to be linked to the CMS OptOut page. The link is embedded with the string ###**LINK**### at the desired text position.

Target = set the target of the CMS OptOut page. The default is set to _**self**. In certain cases you may want to choose _**blank** as target because some browsers do not treat the browsers' history correctly when displaying iFrames in page. This may hinder your visitors to use the back button of their browser after checking the OptOut checkbox displayed by Piwik.

The layer will look something like this in the frontend (denoted by the red box):

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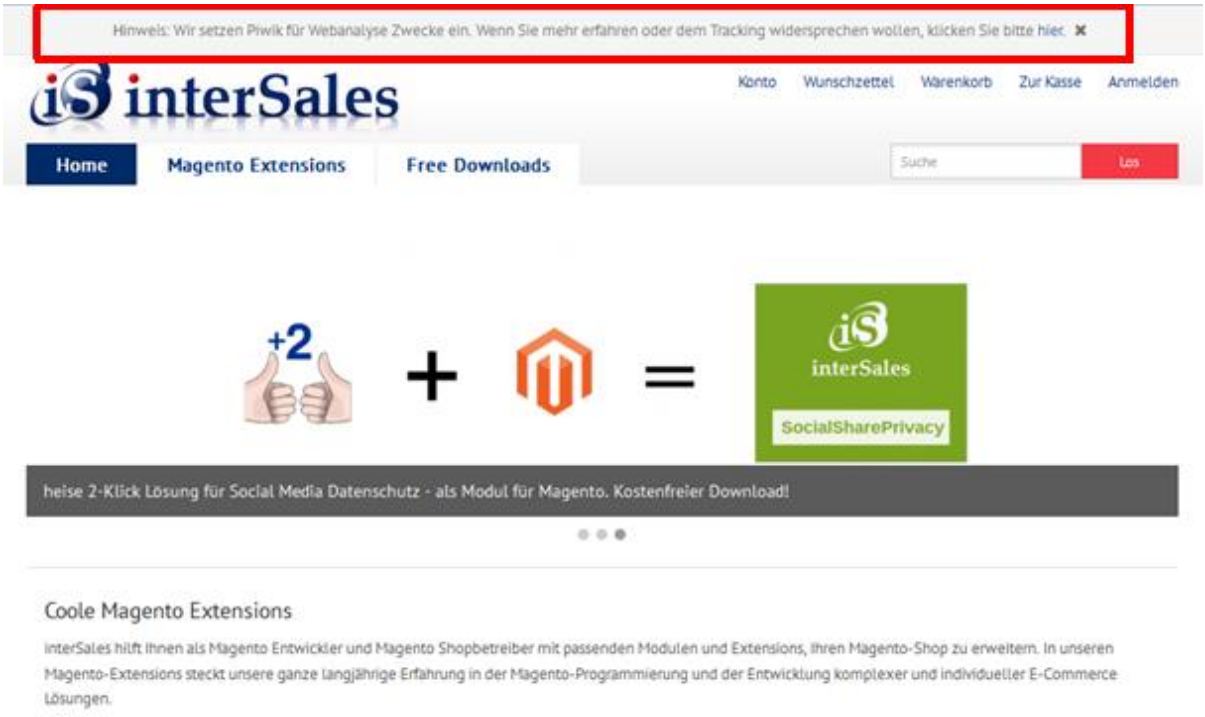
Hinweis: Wir setzen Piwik für Webanalyse Zwecke ein. Wenn Sie mehr erfahren oder dem Tracking widersprechen wollen, klicken Sie bitte hier.
interSales
Konto
Wunschzettel
Warenkorb
Zur Kasse
Anmelden
Home
Magento Extensions
Free Downloads
Suche
Los
+2
interSales
SocialSharePrivacy
heise 2-Klick Lösung für Social Media Datenschutz - als Modul für Magento. Kostenfreier Download!
Coole Magento Extensions
interSales hilft Ihnen als Magento Entwickler und Magento Shopbetreiber mit passenden Modulen und Extensions, Ihren Magento-Shop zu erweitern. In unseren Magento-Extensions steckt unsere ganze langjährige Erfahrung in der Magento-Programmierung und der Entwicklung komplexer und individueller E-Commerce Lösungen.

3 Troubleshooting

Error/Symptom: extension is not visible in the backend.

Possible cause	How to fix
(Applies to modman installation) use of symlinks is not allowed in Magento	System → Configuration → Developer → Template Settings → **AllowSymlinks = Yes**
(Applies to modman installation) Command ‚deploy'was not executed	`$ modman deploy GoogleFonts`
Piwik is not tracking anything	Double check if the piwik tracking code has been correctly integrated in tot he shop frontend. Please refer to chapter 2.2 Check if the piwik magento extension has been activated and configured with the correct piwik id and url.
Piwik Tracking is working but no E-Commerce stats are being generated.	Check you Piwik configuration: E-Commerce Tracking must be activated.

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